

Dear Chairman Powell and Commissioners,

I am Adrienne Motlagh. I am a broadcasting student at the University of Texas at Arlington and employee at a nationally known radio and television corporation. I know first hand the effects of a less localized society. In today's America we are labeled as "ordinary" and "general." Media is moving towards a position in which it caters to the "ordinary American" and "general public." It may sound silly, but, these views are almost a Communist approach to the regulation of our society and media and have no place.

Currently, corporate owned stations are only serving their local communities to the minimum by providing listeners with weather, traffic and some news. Further more, to their benefit, they bombard the air waves with commercial ads and programs. The intent of stations is not serving, but rather selling to the interest and needs of local communities.

What we need as Americans is localized media. A farmer in a small town in Arkansas might enjoy local town news and country music as opposed to who J.Lo is in a relationship with at the moment. However, that farmer might be reviving a stations broadcast whose hub is in a large city. The large city gossip has nothing to do with the farmers concerns. So why broadcast that far? The farmer has no sense of importance or community.

Also, as children's broadcasting stations are a rapidly growing media trend. Children expect to see local DJ's and talents at appearances around town. Children's stations need to be involved in the community serving the children's interests. They need to go to schools, promote education and mentor our youth. Children look up to media personalities and therefore personalities need to be mentors to local youth.

As for our struggling economy, keeping broadcasts localized ensures jobs to citizens of the broadcast region. Whereas a program aired to several markets means less on-air personality and control operators.

What I would like to see in the future is more observation of stations. Demographics and format need to coincide. Broadcast regions need to extend only to the communities of interest. Stations need to be more aware of what the community wants and what can be done for their community.

Chairman Powell, I back your Localism Task Force and would like to see it actively involved in reinstating a localized feel in radio and television.

Thanks for your time!

Adrienne Motlagh